

MISSOURI DIVISION OF TOURISM

FEBRUARY 2023 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 3/10/23)





Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year



Jan-Dec 2022
Tourism-Related Sales
Revenue
\$16.7B
▲ 10.9% vs. STLY
▲ 16.6% vs. 2019

Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

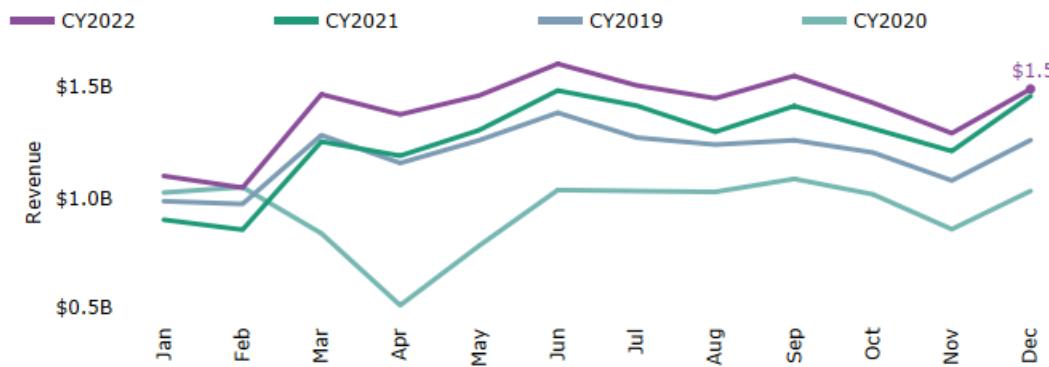
Fiscal Year



Jul-Dec FY2023
Tourism-Related Sales
Revenue
\$8.7B
▲ 7.4% vs. STLY
▲ 18.9% vs. FYTD2020

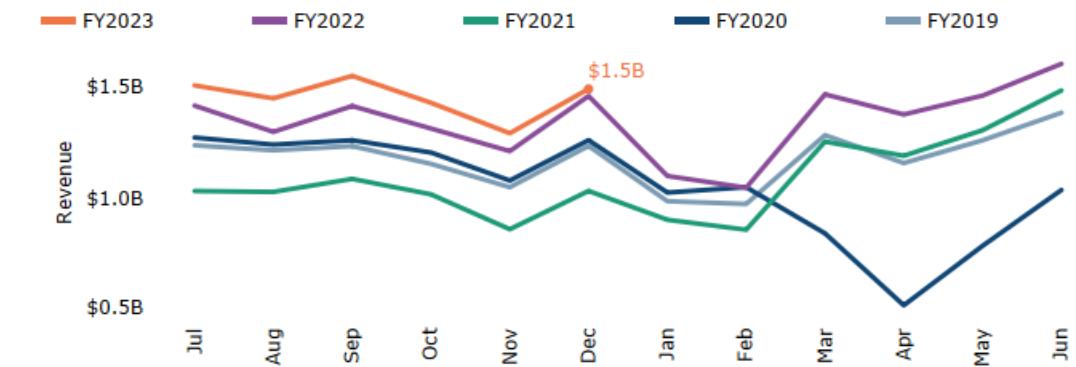
Tourism-Related Sales Revenue by Month

Calendar Year



Tourism-Related Sales Revenue by Month

Fiscal Year



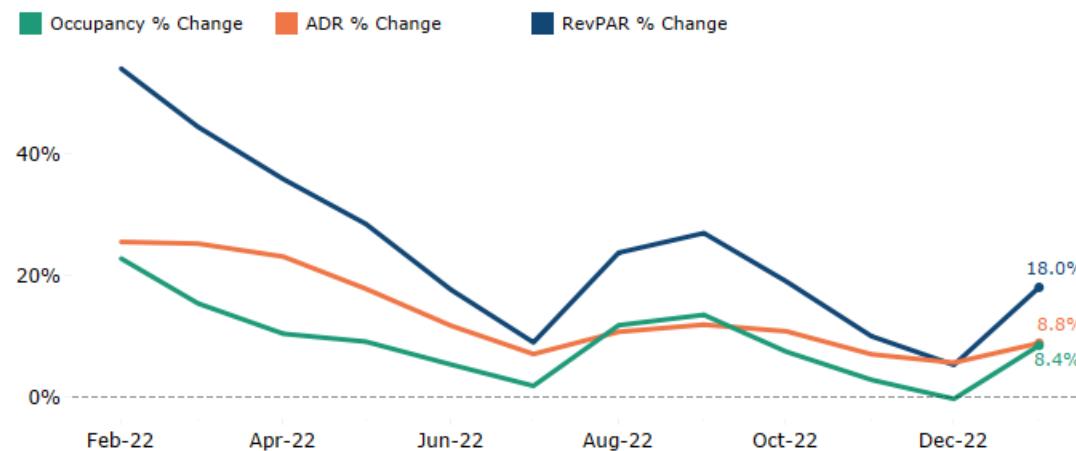
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
January 2023	41.9%	\$103	\$43	3.2M	1.4M	\$140.6M
Change vs. Previous Year	▲ 8.4%	▲ 8.8%	▲ 18.0%	▼ -0.9%	▲ 7.5%	▲ 16.9%
Year-to-Date	41.9%	\$103	\$43	3.2M	1.4M	\$140.6M
Change vs. Previous Year	▲ 8.4%	▲ 8.8%	▲ 18.0%	▼ -0.9%	▲ 7.5%	▲ 16.9%

Short-Term Rental Performance			
	Occupancy	ADR	RevPAR
January 2023	21.0%	\$154	\$32
Change vs. Previous Year	▼ -4.2%	▲ 13.1%	▲ 8.4%
Year-to-Date	21.0%	\$154	\$32
Change vs. Previous Year			

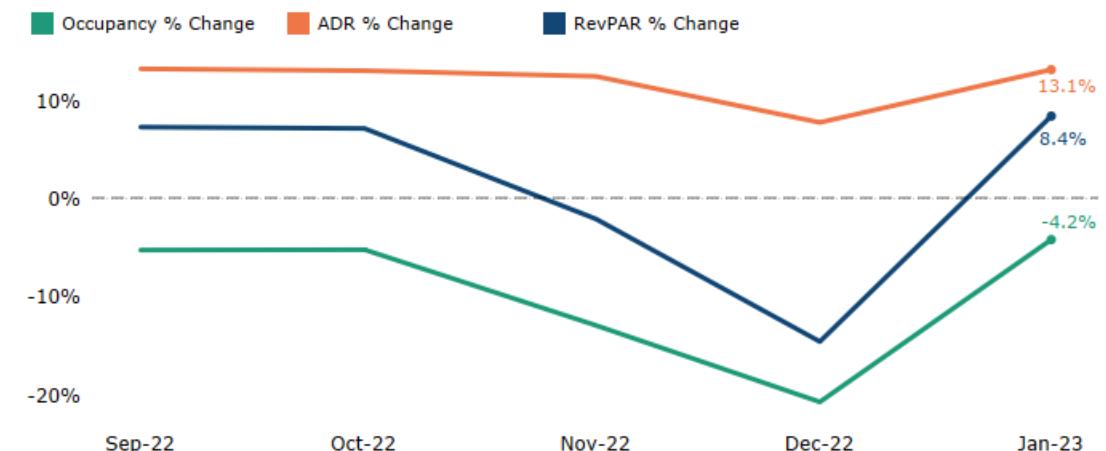
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

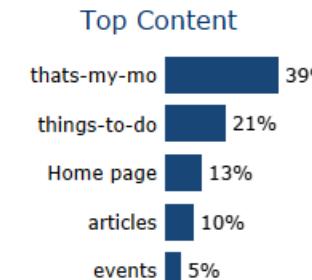


Source: STR
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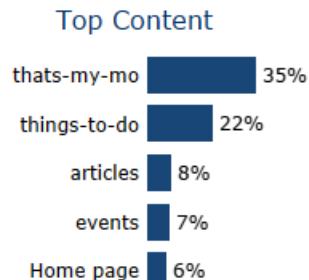
Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



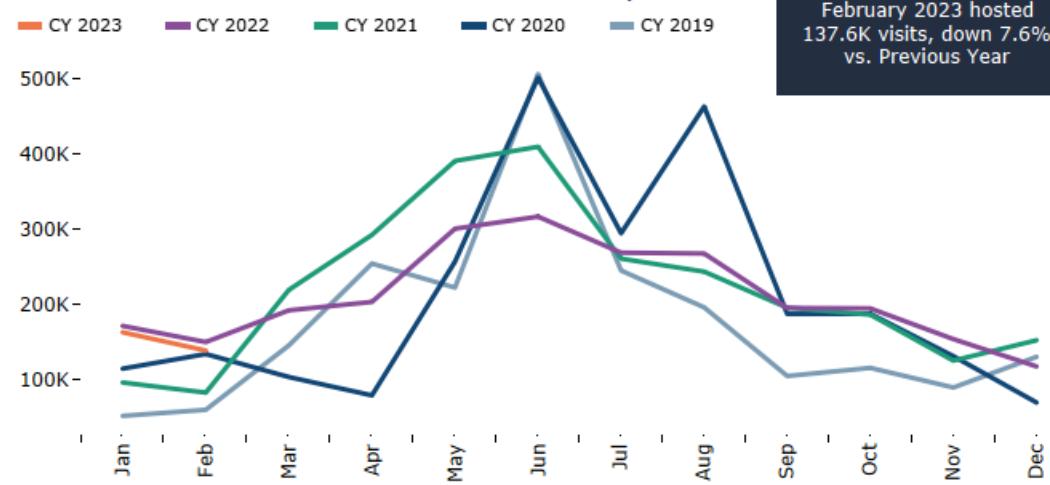
Calendar Year-to-Date



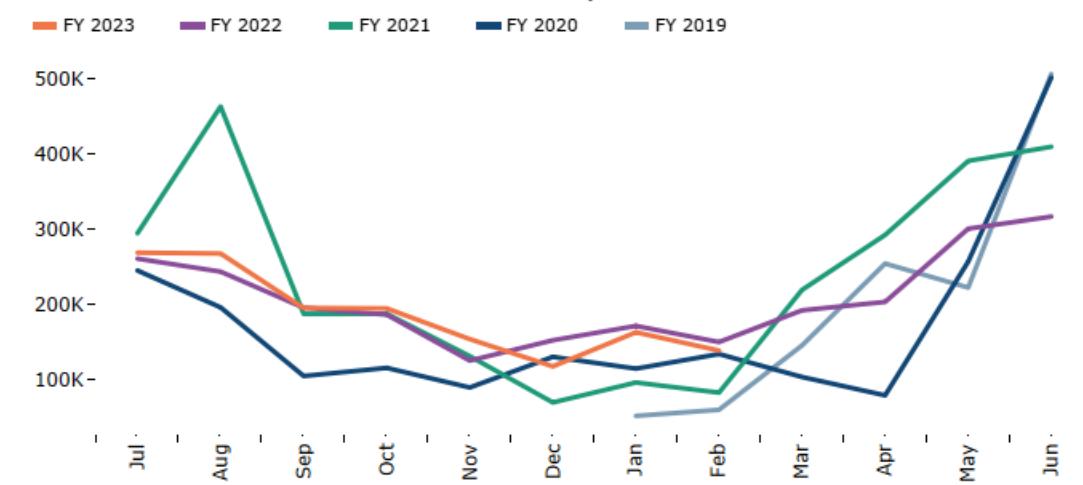
Fiscal Year-to-Date



Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month



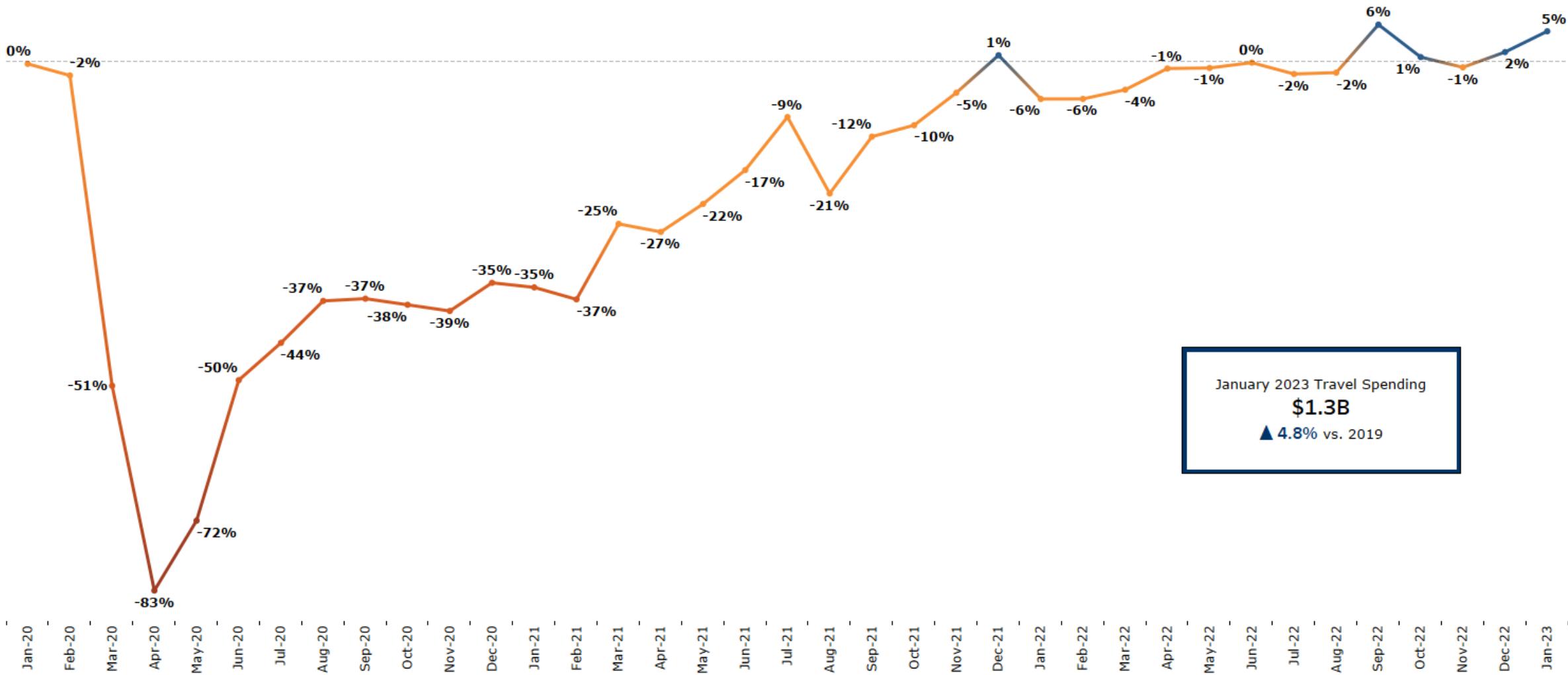


Missouri Travel Barometer: Economic Impact



Travel Spending in Missouri

% Change from the same month in 2019



January 2023 Travel Spending
\$1.3B
▲ 4.8% vs. 2019

Travel Guide Fulfillment

February 2023

6.4K

▲ 177.1% vs. STLY

Jan-Feb 2023

8.0K

▲ 51.3% vs. STLY

Welcome Center Visits

February 2023

17.0K

▲ 18.0% vs. STLY

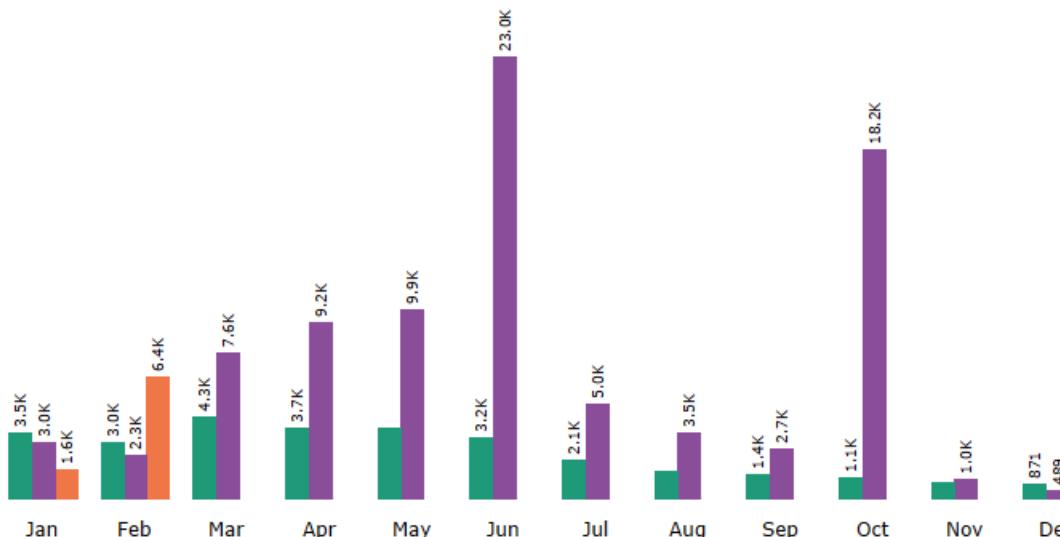
Jan-Feb 2023

32.9K

▲ 14.3% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

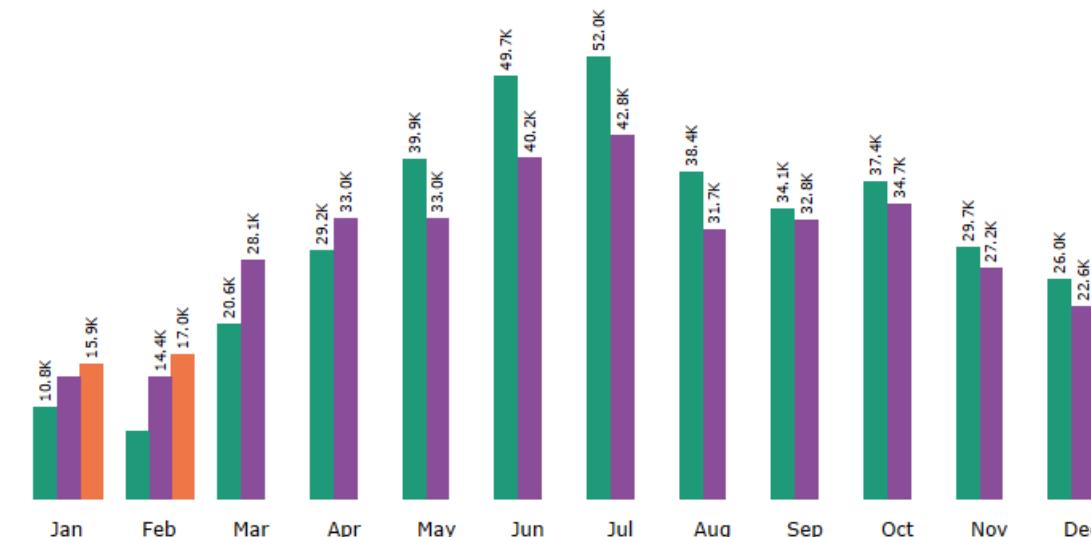
2021 2022 2023



Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits by Month

2021 2022 2023



Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday - Monday. On 2/16/2021 the centers switch to being open only Tuesday - Saturday. On 4/11/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.

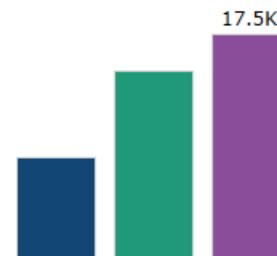


Attendance by Park

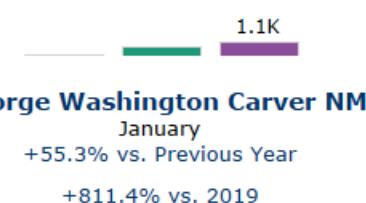
2019 2022 2023



Gateway Arch NP
January
+27.8% vs. Previous Year
+155.8% vs. 2019



Wilson's Creek NB
January
+19.5% vs. Previous Year
+120.0% vs. 2019



George Washington Carver NM
January
+55.3% vs. Previous Year
+811.4% vs. 2019



Harry S Truman NHS
January
+151.6% vs. Previous Year
+197.0% vs. 2019

Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.

Missouri Throughput by Airport

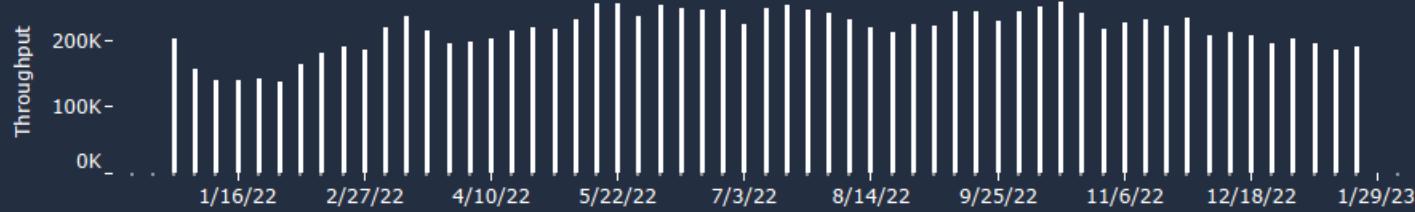
January 2023

Month
January 2023

State
Missouri

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2019

	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23
St. Louis Lambert International	-10%	-3%	-6%	-6%	-15%	-4%
Kansas City International	-18%	-7%	-10%	-4%	-17%	-6%
Springfield/Branson National	-14%	-2%	-1%	-4%	-9%	7%
Columbia Regional	-37%	-33%	-33%	-45%	-38%	-10%
Joplin Regional	-62%	-62%	-62%	-62%	-74%	-68%
Cape Girardeau Municipal	-51%	-43%	-71%	-50%	-31%	-35%
Kirksville Regional	-9%	-10%	-11%	-26%	-30%	27%
Waynesville Regional	9%	47%	14%	-5%	-31%	-9%
Branson Airport	-83%	-95%	-100%	-100%		

Map View of Airports

January 2023, % change relative to 2019

Click on airports to sort Throughput by Week chart

